

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 AGRE-00 CEA-01 CIAE-00
COME-00 DODE-00 FRB-01 H-02 INR-10 INT-05 L-03
LAB-04 NSAE-00 NSC-05 PA-02 CTME-00 AID-05 SS-15
STR-07 ITC-01 TRSE-00 ICA-20 SP-02 SOE-02 OMB-01
DOE-15 /122 W

-----055722 260747Z /17

R 251540Z APR 78

FM AMEMBASSY BERN

TO SECSTATE WASHDC 6156

UNCLAS BERN 1926

E O 11652: NA

TAGS: ETRD, BEXP

SUBJ: INTERAGENCY TASK FORCE TO DEVELOP NATL EXPORT POLICY

1. SUMMARY: WE MUST MOBILIZE FOR EXPORT AS A NATL PRIORITY AND APPOINT PRESIDENTIAL EXPORT QUARTERBACK. COMMERCE AND AGRICULTURE DEPTS SHOULD BE GIVEN TARGETS AND DIRECTIVE TO ACCOMPLISH THEM. STATE DEPT SHOULD BE REQUIRED TO DESIGNATE EVERY EMBASSY AND CONSULAR OFFICE AN EXPORT AND MARKETING AGENCY WORKING DIRECTLY WITH COMMERCE AND AGRICULTURE. THERE SHOULD BE FULL-TIME ASST SECYS OF COMMERCE AND AGRICULTURE FOR EXPORT TRADE WITH ALL RELATED ACTIVITIES AND POWERS. WE MUST DEVELOP ADDITIONAL BUSINESS INCENTIVES FOR FOREIGN TRADE AND INCENTIVES FOR INDIVIDUALS TO GO ABROAD REPRESENTING AMERICAN BUSINESS. WE SHOULD DEVELOP PUBLIC RELATIONS PROGRAM EMPHASIZING THE PATRIOTIC AND PUBLIC SERVICE ASPECT AS WELL AS PROFIT POTENTIAL IN FOREIGN TRADE. END SUMMARY.

2. FOREIGN SERVICE POSTS CAN BE A SALES AND MARKETING OFFICE FOR US EXPORTS BY:

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A) SEARCHING OUT AND CULTIVATING HOST COUNTRY IMPORTERS OF INDUSTRIAL CONSUMERS AND AGRICULTURAL PRODUCTS;

B) TARGETING SALES TO FOREIGN GOVERNMENT AGENCIES;

C) PROMOTING TARGETS OF OPPORTUNITY SUCH AS SALES OF US AUTOMOBILES RATHER THAN MERCEDES BENZ TO DIPLOMATS;

UTILIZING US PRODUCTS OURSELVES (BEEF, E.G.);

D) STRENGTHENING US TOURIST PROMOTION PROGRAM USING TRAVEL WHOLESALER ORGANIZATIONS;

E) ENCOURAGING US FIRMS IN HOST COUNTRY TO DO BUSINESS TOGETHER THROUGH MEETINGS AT EMBASSY;

F) DEVELOPING STRONG PROGRAM FOR HOST COUNTRY BUSINESSMEN TO ATTEND CONVENTIONS AND TRADE FAIRS IN US.

3. IN US WE MUST CREATE CLIMATE ENCOURAGING BUSINESSMEN TO EXPORT. PROBLEM IS THAT AMERICAN MARKET IS LARGE, SIMPLER TO DO BUSINESS AT HOME. EMBASSY BERN'S EXPERIENCE IS THAT AMERICANS OFTEN DO NOT TRY. WE MUST APPEAL TO BUSINESS ON BASIS OF ECONOMIC OPPORTUNITY, PATRIOTIC DUTY, AND THE USG MUST PROVIDE THE INCENTIVES, SENSE OF URGENCY, AND INSPIRATION.

4. SUCH A PROGRAM COULD INCLUDE:

A) TAX INCENTIVES;

B) IMPROVED EXPORT FINANCING;

C) INCREASED INCENTIVES FOR AMERICAN PERSONNEL TO LIVE UNCLASSIFIED

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ABROAD REPRESENTING AMERICAN FIRMS;

D) ENCOURAGING UNIVERSITIES TO DEVELOP MORE COURSES ON INTL TRADE AND PERHAPS HAVING SEMINARS ON INTL TRADE TO ASSIST DOMESTIC MANUFACTURERS INTERESTED IN FOREIGN TRADE;

D) JOINT BUSINESS/DEPT OF COMMERCE CENTERS THROUGHOUT US FOR DIRECT COMMUNICATION WITH EMBASSIES ABROAD, TRANSLATING, SECRETARIAL SERVICE, ETC.;

F) INDUSTRY/GOVT SPONSORED HOSPITALITY CENTERS IN MAJOR CITIES FOR SERVICING FOREIGN BUYERS;

G) GOVT-FINANCED TECHNICAL ASSISTANCE ARRANGEMENTS BETWEEN USG AND COMPANIES WHO HAVE PROMISING EXPORT POTENTIAL AND WHO WANT TO SET UP EXPORT DEPTS. USG TO SHARE IN FINANCING DURING CRITICAL INITIAL PERIOD;

H) SHORT-TERM TRAINING ASSIGNMENT TO EMBASSY COMMERCIAL SECTIONS FOR EXPORT DEPT PERSONNEL AND COMMERCE FIELD OFFICE PERSONNEL;

I) EXPAND TO MANUFACTURED GOODS SECTOR INDUSTRY/GOVT
ARRANGEMENTS SUCH AS PRESENT AGRICULTURE COOPERATION
PROGRAM. THIS MIGHT REQUIRE CHANGE IN ANTI-TRUST LAWS
AND REGS.

5. WE NEED TO STRESS THE IMPORTANCE OF EXPORTS AS
A PERMANENT FACET OF OUR SYSTEM. WE MUST CREATE A
SENSE OF MOTIVATION, PURPOSE AND URGENCY. WE NEED
A FULL-TIME ASST SECY FOR EXPORT IN BOTH COMMERCE
AND AGRICULTURE AND TO CONCENTRATE ALL EXPORT ACTIVI-
TIES RESPECTIVELY UNDER EACH AT A ONE-STOP "SERVICE
STATION" FOR US EXPORT BUSINESS. WARNER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: EXPORTS, POLICIES, ESTABLISHMENT OF OFFICES, PERSONNEL APPOINTMENTS
Control Number: n/a
Copy: SINGLE
Draft Date: 25 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BERN01926
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780178-0070
Format: TEL
From: BERN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780422/aaaaarpn.tel
Line Count: 128
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ba1749a8-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2864055
Secure: OPEN
Status: NATIVE
Subject: INTERAGENCY TASK FORCE TO DEVELOP NATL EXPORT POLICY
TAGS: ETRD, BEXP, US
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/ba1749a8-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014